

RJ REYNOLDS

TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

July 9, 1998

RJR Account #356150
Mr. H. Bowen
LAVIN CANDY CO.

SALEM TEAR TAPE PROMOTION #800438: AUGUST

Dear Harry:

Attached are **August** orders for *Salem .30¢ Tear Tape* product. No displays are required, as retailers will utilize displays they received with the July Salem Tear Tape distribution. Ship the number of cartons per brand style to your participating retail accounts as identified on the attached Customer List. ***This product is being shipped @ .30¢ off-invoice.***

RJR will reimburse you **\$4.75** per promoted 6M case for all displays packed and shipped to retail on a timely basis.

PARTNERS 'BONUS' REPORTING DESCRIPTION

S A L 98 .30/ 1PK

See attached for additional promotional details. As always, thanks for your assistance in the marketing of our products.

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610

/jc

cc: 162301

Enc. Retail Customer List

Wholesaler Packing Instructions

AUGSAL.DOC

51844 8448

LAVIN CANDY CO.

AUGUST DELIVERY SALEM TEAR TAPE

*****UTILIZE ANY RESIDUAL BRAND STYLE QUANTITIES FROM JULY PRODUCT
DISTRIBUTION TO MEET AUGUST DISTRIBUTION AS NEEDED*****

PRODUCT PO # N/A

<u>UPC Code</u>	<u>SALEM BRAND STYLE</u>	<u>#/ (6M) Cases @ .30¢ Off</u>
12300-24194	Full Flavor	1
12300-24195	Full Flavor 100	1
12300-24196	Light	1
12300-24197	Light 100	1

PRODUCT / DISPLAYS ARRIVAL: JULY 27, 1998

SHIP DATE TO RETAIL: WEEK OF: AUGUST 10, 1998

EFT \$ AMOUNT: \$1,298.44

PACKING / SHIPPING PAYMENT \$19.00
(4 (6M) promoted case(s) @ \$4.75).

AUGUST Drive Period 808 / Promotion #800438

PROMOTION DESCRIPTION:

**SHIP NUMBER OF CARTONS PER BRAND STYLE TO EACH RETAILER
AS INDICATED ON THE ATTACHED CUSTOMER LIST.**

**RETAILER WILL PLACE IN SALEM 40-PACK DISPLAY
WHICH WAS SHIPPED WITH JULY PRODUCT DISTRIBUTION.**

AUGUST DELIVERY

51844 8449

BPEN5BB3

WORKPLAN VAP TEMPLATE LISTING

PAGE: 23
DATE: 98-06-29
TIME: 09:42 AMWHOLESALE : 356150 LAVIN CANDY CO., INC. <DIRECT>
TEMPLATE : 800438 80800 SAL 98 .30/1 NO
SALES LEVEL : 16XXXX

TERR	ACCT	NAME	ADDRESS	CITY	ST	ZIP	M85 QTY	M100 QTY	LT M85 QTY	LT M100 QTY	TOTAL QTY	CHAIN-ID	TAX JURIS	SUPPLIER
162201	178080	NORMANS GROCERY	ST REGIS AVENUE	BLOOMINGDAL	NY	12913	1	1	1	1	4			
162201	767109	E-M MARKET	156 BROADWAY	SARANAC LAK	NY	12983	1	1	1	1	4			
162301	130258	NADIM'S CORNER GROC	495 RUGAR ST	PLATTSBURGH	NY	12901	3	3	1	1	8			
162301	177790	VILLAGE MEAT MARKET	ESSEX ROAD	WILLSBORO	NY	12996		1	1	1	3			
162301	177852	LOUS GROCERY	38 SAILLY AVE	PLATTSBURGH	NY	12901		1	1	2	4			
162301	177923	H ROCKS GROCERY	959 ROUTE 22B	SCHUYLER FA	NY	12985	1	2	1	1	5			
162301	498171	SOUTHSIDE GROCERY	4788 CRETE BLVD	PLATTSBURGH	NY	12901	1		1	1	3			
162301	568572	EXPRESS LANE	20 BROAD ST	PLATTSBURGH	NY	12901			1		1			
162301	619736	CUMBERLAND BAY MKT	1544 CUMBERLAND H	PLATTSBURGH	NY	12901		1			1			
162301	679124	BYRD'S COUNTRY STOR	38 STATION RD	WILLSBORO	NY	12996	1	2	2	1	6			
162301	752635	SMOKE-N-NEWS EMPORI	5155 US AVE	PLATTSBURGH	NY	12901	3	3	3	3	12			
162301	767981	BILL'S MINI MART	ROUTE 22B BOX 8A	MORRISONVIL	NY	12962	1	1	2	1	5			

PAGE BREAK TOTAL ACCOUNTS 12 TOTAL QUANTITY 12 16 15 13 56

TEMPLATE TOTAL ACCOUNTS 12 TOTAL QUANTITY 12 16 15 13 56

51844 8450

Salem '98

30¢ Off Pack Promotion

**NOW
OFF-INVOICE**

- Available 2nd week of month, Salem King, LT King, FF 100's, LT 100's
- All displays/POS available for order in "eaches"

40-PACK SHIPPER DISPLAY



item #541964

- Small footprint
- Shipped pre-assembled with product and paster
- Price discount clearly communicated



item #541970

- Comes packed in shipper display

SALEM '98 SNIPED PASTER

SALEM SNIPED PACK REPLICA POS

**NEW
FOR
'98!**



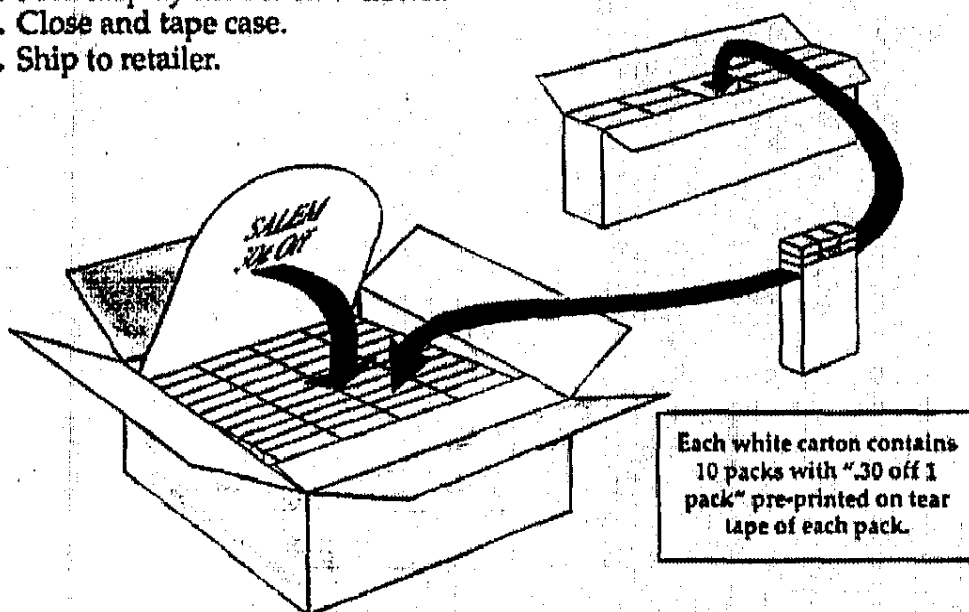
item #541973

- Impactful 3-D pack replicas
- Designed to increase awareness in self-service and non self-service locations
- Must be ordered separately from shipper display

51844 8451

WHOLESALE PACKING INSTRUCTIONS**SALEM TEAR TAPE 3RD QTR. '98****August SALEM 30¢ OFF 1 Pack Tear Tape****STEPS**

1. Open SALEM 30¢ OFF 1 pack shipping case.
2. Place 40 packs of "tear tape" product in display.
3. Load 10 packs of same brand style in each row.
4. Fold display header card down.
5. Close and tape case.
6. Ship to retailer.



Item# 541964

MSA Promotion Reporting Description: SAL 98 30/1 PK

Brand Style	King	100	LT King	LT 100			
Number of Cartons	Ship Number As Indicated						

51844 8452

7
6/3/98